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Module 1 – Find a Product

Some great affiliate networks include:

- Amazon, MaxBounty, MarketHealth, NeverBlue, and ClickBank

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Look for a Product Name Keyword (PNK) with searches in [exact match].

<https://adwords.google.com/o/KeywordTool>

Include review or buy to the product name for more keyword possibilities.

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Choose a PNK, PNK + review and look for a minimum of around 1,000 searches per month

A good number of searches for a buy+PNK phrase would be around 250 or so in [exact match]

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Those numbers are just a “rule of thumb” I use when selecting a keyword phrase to target most of the time. And I would recommend going after keywords with a minimum of those searches per month.

But don't let that discourage you from targeting Product Name Keywords with less search volume later on.

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The Google search tool is never 100% accurate. But it is a tool to use that gives you general idea about how much search volume a key phrase produces.

Later on after you get the hang of this process, you may want to target keywords with less search volume.

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Sometimes a Product Name Keyword can have only 100-200 searches per month but still be able to bring in a nice additional stream of income for your business.

These keywords are often times very easy to rank as well.

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You may also use the YouTube search tool

https://ads.youtube.com/keyword_tool/

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Once you've selected a keyword that you wish to target it is time to analyze your competition.

See how easy it is to rank your keyword.

What is ranking on first page?

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Are there any videos already on the 1st page?

If so, how well are these videos on 1st page optimized?

Are the videos in an authority channel?

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Are there simple little affiliate sites on top?

Or authority sites like .Edu and Wikipedia sites?